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ABSTRACT

Many colleges and universities are engaged in new efforts to assess the outcomes they produce. As a first step, these institutions usually examine their mission statement, goals, and objectives. These form the foundation for assessment but they are also fundamental tools for enhancing institutional effectiveness in general. This handbook was prepared specifically to assist New Jersey faculty members, planners, administrators, and others working with mission statements, goals, and objectives. The handbook is a collection of practical ideas and it attempts to synthesize ideas gleaned from the literature and from the experiences of various institutions. The handbook begins with an introduction to the concepts of organizational planning and assessment. Chapters address the following topics: organizational context, planning, assessment and evaluation, mission statements, understanding goals and objectives, developing and reviewing goals and objectives, writing goals and objectives, linking goals and objectives to assessment and evaluation, and lists of additional resources. Contains 17 resource appendices that are a collection of conceptual tools, with mission statements, goals, and other materials from seven different American colleges and universities. Other appendices provide sample classification systems for outcomes and goal inventories. (Contains 145 references.) (Author/JLS)

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